

November 1, 2016

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 224
Los Angeles, CA. 90012

Subject: San Pedro Historic Waterfront PBID 2017 Annual Planning Report

Dear Ms. Wolcott:

As required by the Property and Business Improvement District Law of 1994, California Streets and Highways Code Section 36650, the Board of Directors of the San Pedro Historic Waterfront Business Improvement District has caused this San Pedro Historic Waterfront Business Improvement District Annual Planning Report to be prepared at its meeting on November 2, 2016.

This report covers proposed activities of the San Pedro Historic Waterfront BID from January 1, 2017 through December 31, 2017.

Sincerely,

Eric Eisenberg

Eric Eisenberg
President
San Pedro Property Owners Alliance

San Pedro Historic Waterfront Business Improvement District

2017 Annual Planning Report

District Name

This report is for the San Pedro Historic Waterfront Business Improvement District (District). The District is operated by the San Pedro Property Owners Alliance, a California non-profit corporation.

Fiscal Year of Report

The report applies to the 2017 Fiscal Year. The District Board of Directors approved the 2017 Annual Planning Report at the November 2, 2016 Board of Director's meeting.

Boundaries

There are no changes to the District boundaries for 2017.

Benefit Zones

There are no changes to the District's benefit zone(s) for 2017.

2017 IMPROVEMENTS, ACTIVITIES AND SERVICES

Pedestrian and Tourist Ambassador Service: \$590,294.79 (45.50%)

In 2017, the ambassador service will assist customers, pedestrians, tourists, tenants and residents by answering questions, providing directions and referrals, and distributing maps and information about the district area. The PBID will continue providing shuttle transit service between the Maritime Museum, Ports O'Call Village, and downtown locations in the district.

Uniformed ambassadors will also continue to help prevent, deter, and report illegal activities in the District. Pedestrian kiosks will be staffed and maintained. Kiosk ambassadors will provide pedestrians with information, directions, brochures, flyers and other relevant collateral to increase visitation to the District.

Sanitation, Cleaning and Beautification: \$220,549.70 (17.00%)

Sanitation, cleaning, and beautification programs will continue in 2017. Activities will include sidewalk sweeping, sidewalk pressure washing; street sweeping; porter service; graffiti removal; street litter and illegal dumping pick-up, street and alley cleaning patrols to remove litter, graffiti, stickers, and weeds; irrigation, trimming and cleaning of landscaping including trees and tree wells, art, lighting and other streetscape improvements, holiday decorations, tivolli lights and alley lighting services.

Marketing, Promotions and Waterfront Special Events: \$194,602.67 (15.00%)

Marketing, promotions, events, signing and public relations initiatives will continue to build upon the established District identity in 2017. Activities will continue to focus on waterfront attractions, tourism, entertainment and weekend and holiday special events. Events and activities will be planned and conducted throughout the District. Other services include website updates and operation, newsletter publication, graphics program development, branding and marketing program development, visitor map printing, digital advertising, public relations activities and special events.

Policy Development, District Management, and Administration: \$265,956.99 (20.50%)

In 2017, District activities will be managed by a the Executive Director of the SPPOA who may be assisted by other administrative support. Management and other positions that may be hired in connection with the District include an executive director, administrative assistant, and clerical assistant. These positions may be employees or contractors at the discretion of the owners' association board of directors.

The staff will provide professional policy development serving District interests on a broad scale. Efforts to build upon existing, and create new, partnerships with governmental, non-profit, and private section organizations will benefit the District. The District will continue efforts to attract and recruit businesses to the District. This program will include preparation of public relations and promotional materials; marketing programs and activities; market and economic analysis, forecasts, and development plans; and targeted outreach.

Various District office supply, material, insurance, service, and other necessary expenses are included in this budget category.

Contingency and Renewal: \$25,947.02 (02.00%)

A prudent portion of the District's 2017 budget will be retained in a contingency fund to cover the costs of uncollected assessments, unanticipated or increased program costs, and variations in the market price of District services. Contingency funds will only be spent for special benefit to the individually-assessed parcels in the District, on expenses within the confines of this Plan. In 2017, contingency funds will be used for BID Renewal expenses.

Total Estimate of Cost for 2017

A breakdown of the total estimated 2017 budget is attached to this report as **Appendix A**.

Method and Basis of Levying the Assessment

The Method and Basis for levying the 2017 assessment remains the same as listed in the Management District Plan. Annual assessments are based upon an allocation of program

costs and a calculation of assessable building and parcel square footage for two (2) Benefit Zones – one zone for properties east of Harbor Blvd. and on zone for properties west of Harbor Blvd., with differing rates for commercial and residential parcels depending on type and frequency of service and benefit received. The District's Management District Plan allows for a maximum annual assessment increase of 3%. The Board voted a 3% increase for 2017.

San Pedro - Historic Waterfront 2017 Rates
CPI Increase (up to 3% max), for 2017: 3%

Asmt Year: 2017
Commercial Parcels
Zone 1A
Parcel: \$0.1159
Building: \$0.1682

Zone 1B
Parcel: \$0.0579
Building: \$0.0841

Zone 2:
Building: \$0.0601

Residential Parcels
Zone 1A
Parcel: \$0.1159
Building: \$0.0841

(There is a 3% CPI increase for 2017)

Surplus Revenues: \$200,000.00

Twenty percent (20%) of revenues are reserved because 2017 assessment funds are not typically received until the end of February.

Anticipated Deficit Revenues

There are no deficit revenues that will be carried over to 2017.

Contribution from Sources other than assessments: \$18,590.00

Anticipated other income: \$8,000 Dia de los Muertos booth rental, \$10,590 trolley rental income. Additional income may be received if we receive sponsorships this coming year

from the Port of Los Angeles and/or the Department of Water & Power.

APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE San Pedro Historic Waterfront BID- FY 2017

	Zone 1	Zone 2	Total	
2017 Assessments	\$1,057,185.95	\$21,575.22	\$1,078,761.17	
Estimated Carryover from 2016	\$196,000.00	\$4,000.00	\$200,000.00	
Other Income	\$18,590.00	\$0.00	\$18,590.00	
Total Estimated Revenues	\$1,271,775.95	\$25,575.22	\$1,297,351.17	
2017 Estimated Expenditures				Pct.
Pedestrian and Tourist Ambassador Service	\$578,658.06	\$11,636.73	\$590,294.79	45.50%
Sanitation, Cleaning and Beautification	\$216,201.91	\$4,347.79	\$220,549.70	17.00%
Marketing, Promotions and Waterfront Special Events	\$190,766.39	\$3,836.28	\$194,602.67	15.00%
Policy Development, District Management, and Administration	\$260,714.07	\$5,242.92	\$265,956.99	20.50%
Contingency and Renewal	\$25,435.52	\$511.50	\$25,947.02	02.00%
Total Estimated Expenditures	\$1,271,775.95	\$25,575.22	\$1,297,351.17	100%